

**First came the soft sell
which made Benson & Hedges 100's
the top 100.**



**Here comes the hard sell
with Benson & Hedges 100's now
in hard pack too.**

The Profit Makers come from Philip Morris USA.

00701-00121
Hard Packs
Page 4 color 9 1/2 x 12
U. S. Tobacco Journal 9/25/75
Convenience Store News 10/17/75
Wells, Rich, Greene, Inc.



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